

## H. Ref.

### ① Legal applications.

- witnesses
- duty of care, (negligence)

### ② "Benefits of smoking"

- science
- social science
- prevention

(Alzheimer's research)

### ③ Tactical response

- SARA project.
- literature assessment to anticipate emerging issues.
- use of independent consultants.

use of consultants to assess sci. methodology.

[Helm's report of CAB]

→ ARISE conference

Project determination

- geography res.
- legal res.
- sci. res.

- ~~APC~~ u

Neu in brain

elution sensors

ventilator proprio

Et

role of S&T as sympathetic

Helantzi -

CA driven requests

- variability of ~~control~~ metabolism (John/Ann)
- Segal

anticipatory work

Proctor → science criteria review

2025498450

PMCS Budget 08 '94

1. \$180,000 BASTA Campaign (BF 2,000,000) Scan

no media<sup>buy</sup> budget; only campaign creative considered  
a budget. Assumption is this campaign will  
be run by NMRS and paid for by them.

? Baster same/different

2. SRGS \$180,000 Alfredo.

3. Vignettes / VNRS \$180,000

- ARISE coverage

- Even one-yr after.

[4. Benchmark cancelled - Budget]

2025498451

San Murray

Focus groups to evaluate existing advertising to promote tolerance and courtesy. PM wants industry first to run.

UK rest. permit S/Ns still.

Benchmark survey ? '94 (#)

Survey of legislators for a campaign.

Run shared campaign of H&P. (#)

Leisure environment is OK in UK in spite of workplace attitudes.  
what is quit rate if can't smoke in the workplace  
Belgian results due mid-act.

Jim Lindheim

"Europe can be moved"

Problem is continuity in applying and sustaining resources.

"Get inventory of past courtesy campaigns."  
Holland, Belgium.

- Gray Robertson strategy.  
isn't worth it expensive to come about
- How to quantify the effect of ETS. to the line

2025498452

Tom Fiedler

Women's request making a ~~a~~ near constitutional right!

Threat from ~~work~~ workplace health; not public making, because there are provisions already existing for workplace hygiene.

where are there SRGs

Get mailing to CEOs

PM/IEC advisory (Buggi)  
- pan European.

H2 - ETS publication.

1993 - fewer efforts?  
less for S/M.

Test market

B/M Proposal.

2025498453

EARC

Jim Lindheim - worked on  
coffee was a risk assessment.

risk assessment standards.

Crisis Team for coffee Lyons/MCTC

Tony has scientists on EARC (SH&B)  
→ scientists for litigation in Louvin.

Jim L.

T. Andrade.

Helmut. (EARC ETS monograph)

Richard

Pyers.

CVM.

HL + Mercedes CA.

Lister.

How are findings used. ← risk assessment vs.  
(see GW's note)

2025498454

Tony Andrade - SH#B

\* T2 - discuss role of RA for Europe beyond 1994.

- ① Bryan build arguments.
- ② Draft legislative
- ③ Prepare submission to counter proposed laws.

Tony needs to be plugged in initially in ETS work on the Regions and

needs a successor to Papp from SFT.

Current contract developing Ritter -

Get USA dept EAC "starts in lobbying legislation"

<Quick response team.>

Tony Helene Helmut/Mitch Michael

- ④ Expert witness program (sponsored w/BAT) available for legislative (rather than litigation) purposes.

No relation between scientists known to CAB and SH#B

Some practical work with CAB such as ABI presentation and potentially for worker compensation cases.  
(offer made to Lovell, White.

\* Ash Bacon (UK) to follow-up on ABI offer.

- ⑤ make spokesperson on ETS related legislators  
eg Bland  
EPA

2025498455

corporate

- Try identify corporate filings in UK

Sweden

- Initially every EC country has exists a framework U.C.

"small action"

risk is slight of burden of proof to countries

- Not counsel are obliged to check on any U.C. claims

2025498456



A Andrade const

Diff comfort level w/ ~~EPA~~ ETS since  
reluctance to explain

◦ poor articulation of science for  
singletons,

⇒ who can write it simply? in house.  
Reit's empty slot?

(TL)

what can we do

- scientific self ethics
- social scientists,

(TL) Package of reaction formation to risk aversion  
and the perfect life in the U.S.  
→ John Gryan. can pull.  
AO

(AA)

EPA critique

Robins Inst - Surrey - UK Reg. Bridges,  
to do an EPA/ETS critique.

⇒ to done EPA critique

" "

RFI response to OSHA

} both  
submissio

(AA)

Review of other cos. should be

Role of OECM.

2025498457

Brooklyn.

Workplace v. Horeca  
rest as workplace.

what's follow on  
from

introducing new ventilation systems  
in 40 key outlets.

David ~~Lock~~ Lock - <sup>PR</sup> ~~vent.~~ consultant for vent. strategy  
David Harley did HSE evaluations.  
Honeywell - Europe  
do law require

Broader vent. req. beyond smoking.

⇒ Ventilation ~~the~~ standards ★

(m) UK Locke and

(m) and list of IAS allies

(m) need to develop list of "give aways" on how  
to implement guidelines on workplace smoking  
especially in "common areas"

little list of "give-aways" on smoking restriction  
legislation

2025498458

Gerard Doorne

John Doorne - #1 advocate on ETS in EC.  
→ BASF

good communications

[Patricie Doorne - knows Joosens well]

Cosic - Gm > quick response B.W.  
to the truck

but why not to the policy makers.

Try TDC or CEECM  
Gallagher

Develop compensating workplace issues from your  
health and safety in the workplace.  
the to unions

→ Lester ← to establish real priorities,  
and ensure that the "real priorities"  
are remembered.

Employers/Unions → D & V - E  
to common priorities

2025498459

Stig

Help. quantify the bus. impact of smoking rest.  
subsidy for quantifying rest  $\Rightarrow$  sales.

update TOC - SSIS charts / points for WRE  $\leftarrow$  Tolly.

Research on <sup>est.</sup> retail sales volume to Hrecks of

Priority projects  $\leftarrow$

EEHMA HQ = 14

CEB - don't need witnesses who are not willing  
to speak out because don't need original  
research

e.g. • Switzerland - need to counter Swiss epi. study  
and who would be willing to go  
public. Must be Swiss & willing  
to critique; keep press up good  
scientific credibility.

- need 1 to (could become) be available  
to talk of politicians at the EMA

\*. need to redirect the debate away from  
from the merits/demand of science to  
with agenda. Create some around  
interview / not instead for example  
 $\Rightarrow$  social scientists.

2025498460

(major project)

⇒ Social science symposium.  
TOLERANCE.

← Reif

friends

mean.

cap and gown.

(Mass about)

[Tolerance brewer - HL]

wants a 601 (C)3

⇒ "European Tolerance Observatory", Brussels.  
Panel/Board - academics  
- publishing

\* Can we run "Tolerance" as an issue  
UNHCR

> PM needs to become part of the social  
fabric of the European Community. Running  
Tolerance helps us plug into the social  
issues.

Planning meeting Dec 14-16 Zurich.

ETS planning / strategies

3 person Team w/ George N. from EEA.

Planning joint testing on 12 EEA markets

2025498461

Send by info on YBR USA research

Need to develop WRA research team.

List markets on plan p. 16

' ~~Excluded~~ Beliefs

• Budget

• H. Pet.

• Process

• Program/Vicams

2025498462

Slig

- ITS - managers
- Quick response team (Kubler & Anderson)  $\Rightarrow$  weekly reporting on
- How to manage "E-wallets"  $\Rightarrow$  use highlights

(ms)

list of consumers to protect smoking  
 $\Rightarrow$  identifying properties

young stadiums hotels hospitals  
hospitals rest. schools clinics.

business sector strategy and proactive public sector strategy

2025498463

Barry Palin - OK film number (Illustra Films)  
documentary on ETS for EC.

2025498464